

Bournemouth & Poole Living relaunched

New magazine hailed for stylish design and fresh editorial

30/04/07 – *Bournemouth & Poole Living* has been relaunched by MediaClash. The first new issue will be Issue 27, out on Wednesday, May 2nd.

The new look magazine features a dramatic change of look and feel, with a key emphasis on accessible, fresh design and enhanced editorial with extra features.

The relaunch was celebrated on Friday evening with an exclusive get together at elegant art deco hotel the Cumberland in Bournemouth.

Commenting on the change, Jane Ingham, Managing Director of MediaClash said:

“This is a dynamic new magazine. We’re thrilled with the improvements – richer content, stunning design – and we’re really confident of a great reception from readers and advertisers alike – this is what they asked us for

“The previous magazine was older, more traditional. The new *Bournemouth & Poole Living* reflects the energy and affluence of the area.”

Vicky Green, Editor, added:

“The last few months have seen a massive group effort from all of the team to give the magazine not just a new look but a new identity. We feel sure we’ve achieved this; we’re certainly delighted with the result, which arrived on our doorstep this morning.

“We’re particularly pleased with the new bite-size features designed to make the magazine lighter and more accessible.

“We’re also feeling quite smug about bagging Darren Anderton for our Q&A page. We celebrated the fruits of our labour in style – with the relaunch party at the Cumberland Hotel, where the BPL team were joined by advertisers, estate agents, PR companies – and everyone who helps to make the magazine so “fab-e-do”, in the words of our MD.”

Bournemouth & Poole Living was one of six city magazines acquired in September 2006 by Jane and Greg Ingham.

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About MediaClash: MediaClash is a Bath-based media business created by local entrepreneurs, Greg and Jane Ingham. Greg was Chief Executive of Future plc until June 2006 and Jane is a former Managing Director of Future UK. The Inghams bought Surf Media, a publisher of City magazine titles in late 2006. The business has been renamed MediaClash and its activity is the cornerstone of the new company.

MediaClash is active in four key areas of business: City magazines, customer publishing, digital communications and business consultancy. MediaClash plans to grow through launches and acquisitions.

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